



Institutional Asset Management Brand Awareness Leaders 2023

Released February 2024



Executive Summary

The asset management firms recognized in this Institutional Brand Awareness Leaders report were able to generate engagement with and maintain high levels of interest in their products from both asset owners and consultants around the world in every quarter of 2023.

We have identified the overall leading institutional brands of 2023 based on their consistently high brand awareness rankings throughout the year from investors and consultants across regions and across multiple asset classes.

Different countries or regions have firms which stand out among their local peers. The report also breaks down the leading institutional asset management brands of 2023 by firm domiciles. Within each domicile, leading firms are segmented by size, regional engagement, and by asset class.

The contents also highlight firms that increased their brand awareness the most and those that consistently developed their brand awareness throughout 2023.

We applaud each of these firms as they have embraced the art and science of database marketing by consistently enabling engagement between their products and investors and consultants around the world.

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Get Your Firm's Rankings

Fill out this [form](#) to get your firm's Brand Awareness scores and rankings.

Questions?

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About This Report

Every quarter, the Nasdaq eVestment research team produces its Brand Awareness Report. The report highlights the firms which had the highest brand awareness scores among asset owners and consultants during the quarter across multiple categories.

This annual Brand Awareness Leaders report harnesses the underlying ranking metrics used to create firms' quarterly brand awareness scores and aggregates them across both asset owners and consultants, over all four quarters, to determine which firms were able to maintain high levels of brand awareness for the entire year. These firms are defined as the brand awareness leaders for 2023 and are featured in the following pages.

Additionally, we recognize firms which were best able to increase their brand awareness scores in 2023 and those whose scores rose in each quarter of the year.

Inside Brand Awareness

A brand is more than a name. A firm's brand represents collective opinions on its corporate actions, its products' perceived value, its services and people, and how effectively it presents each of these to the marketplace.

Brand awareness can be driven by several factors, including corporate actions, performance track records, thought leadership, personnel and stability, its approach to socially responsible initiatives, and its timely dissemination and transparency related to each of these factors. Understanding the strengths, drivers and effects of brand awareness should be a central part of the growth strategy for any manager.

For asset managers targeting the institutional community, the Nasdaq eVestment platform is the primary place where each of these metrics can be thoroughly presented to, and consumed by, both consultant and asset owner audiences. Firms recognized for doing a combination of all these items well can maintain high brand awareness, which can only help when it comes to allocation decisions on both current or potential mandates.

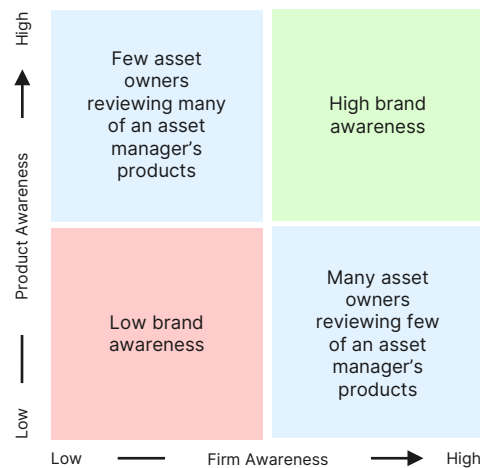
How We Calculate Brand Awareness

Brand awareness is a score between 1 and 10. It is calculated as the average of the decile ranks of two metrics, firm awareness and product awareness.

Firm awareness is measured by the number of unique asset owners or consultants that review a firm's products during a given period. The more unique individual viewers a firm has, the higher its firm awareness value and the higher its decile rank for this metric.

Product awareness is measured by the average number of distinct products reviewed per asset owner or consultant in a given period. The more of an asset managers' products a unique Nasdaq eVestment user views, the higher its product awareness value and the higher its decile rank for this metric.

Brand Awareness Matrix



Definitions of Terms

Brand Awareness: A combination of the breadth and depth of consultant and asset owner viewership of a firm and its products. Measured by the average of its firm awareness and product awareness scores, it represents the ability of a firm to garner consistent and sizeable attention across its product lineup.

Firm Awareness: The diversity of attention a firm is able to command, measured by the quantity of individual consultants or asset owners that review at least one of a firm's products in a given period.

Product Awareness: The breadth of attention a firm is able to command within its product lineup, measured by the average number of distinct products reviewed per consultant or asset owner in a given period.

Consultant Review: A view of a product's profile by a consultant through one of the following areas of Nasdaq eVestment: full product profile, product fast facts, firm fast facts, interactive product profile and mobile profile.

Asset Owner Review: A view of a product's profile by an institutional asset owner through one of the following areas of Nasdaq eVestment: full product profile, product fast facts, firm fast facts, interactive product profile and mobile profile.

Different Measures of Brand Awareness

We take into account multiple factors which can drive the awareness of a brand, including the overall size of a firm, the regional preferences of Nasdaq eVestment users, the different asset class specialties of managers, and even the number of products a firm may offer or report to Nasdaq eVestment. For these reasons we chose to look at scores within multiple categories, listed on the right.

Within each category there is a brand awareness score calculated for consultants and a brand awareness score for asset owners, as each group has different tendencies and structures driving their product viewership.



Global Brand Awareness

Global brand awareness scores use products' viewership data from Nasdaq eVestment asset owner and consultant clients across the world. Decile rankings for managers are computed relative to each subset of emerging (<\$2.5 billion), mid-sized (\$2.5 billion to \$40 billion) and large (>\$40 billion) firms to limit the impact of size on firm or product awareness values.



Regional Brand Awareness

Regional rankings calculate brand awareness scores for Nasdaq eVestment asset owner and consultant clients based on the region in which the viewing clients sit. There are asset owner and consultant brand awareness rankings for the Americas, EMEA and APAC regions. Asset managers should be able to understand whether their firm's brand is stronger or weaker in different parts of the world.



Asset Class Brand Awareness

Firms are ranked based on the global asset owner and consultant viewership of their products segmented by asset class, including equity, fixed income, multi-asset and hedge fund/alternatives. Firms which focus their efforts on one or two markets may only be concerned with their brand awareness within those categories.



Single Product Brand Awareness

Because rankings can be skewed by firms which report only one product (these firms would always have a score of "1" under product awareness), the global, regional and asset class rankings require firms report a minimum of at least two products. There are many firms which report only a single product which also receive meaningful attention. Single product scores are calculated using the average of the deciles for unique number of viewers (the normal firm awareness ranking) and then total views of their product (a different measure of product awareness).

Leading Institutional Asset Management Brands of 2023

These firms were able to consistently maintain the highest average brand awareness rankings from investors and consultants across multiple regions and asset classes throughout 2023.



Industry Leading Brands of 2023

1. BlackRock

BlackRock maintained the highest levels of brand awareness among investors and consultants around the world in 2023. The firm's brand strength was consistently high within the Americas, EMEA and APAC, and within the equity and fixed income categories. While still ranking within the top 20 in the category, BlackRock's lowest brand strength category for 2023 was in the hedge fund segment.

2. Wellington Management Company LLP

The difference between Wellington and BlackRock's brand awareness ranking scores for 2023 was almost small enough to consider them co-leading institutional asset management brands for the year. Wellington maintained the highest brand strength in every region and in the equity category in 2023. The difference between the two came down to how much higher BlackRock's brand awareness rankings were within the fixed income category.

3. J.P. Morgan Investment Management Inc.

J.P. Morgan maintained the third highest level of brand awareness throughout 2023 because of its consistency across regions, its strength in APAC, and particularly its relative strength within EMEA compared to its closest brand awareness ranking peer, T. Rowe Price. The firm's highest asset class brand rankings were for its equity strategies while its lowest was within the hedge fund category, where it lacked consistency throughout the year.

Runners Up

4. T. Rowe Price
5. PIMCO
6. Acadian Asset Management LLC

Top International Firms

8. Schroder Investment Management Limited
10. RBC Global Asset Management
13. Man Group

Leading Institutional Asset Management Brands of 2023 by Category

These firms were able to maintain the highest average brand awareness rankings from both asset owners and consultants throughout 2023 in the respective categories.



Leading Large Firms

Wellington Management Company LLP
BlackRock
J.P. Morgan Investment Management Inc.

Mid-Sized Firms

Jacobs Levy Equity Management
Ariel Investments, LLC
Burgundy Asset Management Ltd.

Small/Emerging Firms

Kabouter Management LLC
EAM Investors, LLC
Cornerstone Investment Partners LLC

Leading Firms in the Americas

Wellington Management Company LLP
BlackRock
Vanguard

Firms in EMEA

Wellington Management Company LLP
BlackRock
Schroder Investment Management Limited

Firms in APAC

Wellington Management Company LLP
BlackRock
Acadian Asset Management LLC

Leading Equity Firms

Wellington Management Company LLP
BlackRock
Acadian Asset Management LLC

Fixed Income Firms

PIMCO
BlackRock
Wellington Management Company LLP

Balanced/Multi-Asset Firms

Vanguard
BlackRock
T. Rowe Price

Hedge Fund Firms

Man Group
Bridgewater Associates, LP
Graham Capital Management L.P.

Reporting Single Product Firms

Eagle Capital Management, LLC
Edgewood Management LLC
Metropolis Capital Limited

Get Your Firm's Rankings: Fill out this [form](#) to get your firm's Brand Awareness scores and rankings.

Leading United States-Domiciled Institutional Asset Management Brands of 2023

These US-domiciled firms were able to consistently maintain the highest average brand awareness rankings from both asset owners and consultants in the respective global categories or within the specified region.



Leading Large Firms

Wellington Management Company LLP
BlackRock
J.P. Morgan Investment Management Inc.

Mid-Sized Firms

Jacobs Levy Equity Management
Ariel Investments, LLC
ARGA Investment Management, LP

Small/Emerging Firms

Kabouter Management LLC
EAM Investors, LLC
Cornerstone Investment Partners LLC

Leading Firms in the Americas

Wellington Management Company LLP
BlackRock
Vanguard

Firms in EMEA

Wellington Management Company LLP
BlackRock
Acadian Asset Management LLC

Firms in APAC

Wellington Management Company LLP
BlackRock
Acadian Asset Management LLC

Leading Equity Firms

Wellington Management Company LLP
BlackRock
Acadian Asset Management LLC

Fixed Income Firms

PIMCO
BlackRock
Wellington Management Company LLP

Balanced/Multi-Asset Firms

Vanguard
BlackRock
T. Rowe Price

Hedge Fund Firms

Bridgewater Associates, LP
Graham Capital Management L.P
AQR Capital Management LLC

Reporting Single Product Firms

Eagle Capital Management, LLC
Edgewood Management LLC
1060 Capital Management

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Leading Canada-Domiciled Institutional Asset Management Brands of 2023 by Category

These CDN-domiciled firms were able to consistently maintain the highest average brand awareness rankings from both asset owners and consultants in the respective global categories or within the specified region.



Leading Large Firms

RBC Global Asset Management
Fiera Capital Corporation
Connor, Clark & Lunn Investment Management Ltd.

Mid-Sized Firms

Burgundy Asset Management Ltd.
Beutel, Goodman & Company Ltd.
Guardian Capital LP

Small/Emerging Firms

Sionna Investment Managers Inc.
Triasima Portfolio Management Inc.
Barrantagh Investment Management Inc.

Leading Firms in the Americas

Fiera Capital Corporation
RBC Global Asset Management
Connor, Clark & Lunn Investment Management Ltd.

Firms in EMEA

RBC Global Asset Management
Connor, Clark & Lunn Investment Management Ltd.
Burgundy Asset Management Ltd.

Firms in APAC

RBC Global Asset Management
Fiera Capital Corporation
Connor, Clark & Lunn Investment Management Ltd.

Leading Equity Firms

Connor, Clark & Lunn Investment Management Ltd.
Fiera Capital Corporation
RBC Global Asset Management

Fixed Income Firms

RBC Global Asset Management
Fiera Capital Corporation
TD Global Investment Solutions

Balanced/Multi-Asset Firms

Fidelity Canada Institutional
TD Global Investment Solutions
Fiera Capital Corporation

Hedge Fund Firms

Connor, Clark & Lunn Investment Management Ltd.
Polar Asset Management Partners
RBC Global Asset Management

Reporting Single Product Firms

Richline Capital Management Ltd.
GreensKeeper Asset Management Inc.
Pier 21 Asset Management (Setanta)

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Leading UK-Domiciled Institutional Asset Management Brands of 2023 by Category

These UK-domiciled firms were able to consistently maintain the highest average brand awareness rankings from both asset owners and consultants in the respective global categories or within the specified region.



Leading Large Firms

Schroder Investment Management Limited
Baillie Gifford & Co
Man Group

Mid-Sized Firms

J O Hambro Capital Management Limited
Marathon Asset Management Limited
Stewart Investors

Small/Emerging Firms

Dundas Partners LLP
Cape Ann Asset Management Limited
Ecofin

Leading Firms in the Americas

Schroder Investment Management Limited
Baillie Gifford & Co
Janus Henderson Investors

Firms in EMEA

Schroder Investment Management Limited
Baillie Gifford & Co
Insight Investment

Firms in APAC

Baillie Gifford & Co
Schroder Investment Management Limited
Man Group

Leading Equity Firms

Schroder Investment Management Limited
Baillie Gifford & Co
Man Group

Fixed Income Firms

Insight Investment
Schroder Investment Management Limited
M&G Investments

Balanced/Multi-Asset Firms

Schroder Investment Management Limited
Baillie Gifford & Co
Fulcrum Asset Management

Hedge Fund Firms

Man Group
Aspect Capital Ltd.
PGIM Wadhvani LLP

Reporting Single Product Firms

Metropolis Capital Limited
Genesis Investment Management, LLP
Longview Partners

Get Your Firm's Rankings: Fill out this [form](#) to get your firm's Brand Awareness scores and rankings.

Leading Europe ex-UK-Domiciled Institutional Asset Management Brands of 2023 by Category

These Europe ex-UK-domiciled firms were able to consistently maintain the highest average brand awareness rankings from both asset owners and consultants in the respective global categories or within the specified region.



Leading Large Firms

Robeco Institutional Asset Management B.V.
Amundi Asset Management
UBS Asset Management

Mid-Sized Firms

Comgest Global Investors
C WorldWide Asset Management
Vontobel Asset Management

Small/Emerging Firms

2Xideas
iM Global Partner
RAM Active Investments SA

Leading Equity Firms

Robeco Institutional Asset Management B.V.
UBS Asset Management
Comgest Global Investors

Fixed Income Firms

Amundi Asset Management
Robeco Institutional Asset Management B.V.
Aegon Asset Management

Balanced/Multi-Asset Firms

Amundi Asset Management
Nordea Asset Management
Allianz Global Investors

Hedge Fund Firms

Capital Fund Management SA
Abbey Capital Limited
Amundi Asset Management

Reporting Single Product Firms

Transtrend B.V.
Lynx Asset Management
Alpstone Capital (Suisse) SA

Leading Firms in the Americas

Robeco Institutional Asset Management B.V.
Amundi Asset Management
UBS Asset Management

Firms in EMEA

Robeco Institutional Asset Management B.V.
Amundi Asset Management
UBS Asset Management

Firms in APAC

Robeco Institutional Asset Management B.V.
Amundi Asset Management
UBS Asset Management

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Leading Japan-Domiciled Institutional Asset Management Brands of 2023 by Category

These Japan-domiciled firms were able to consistently maintain the highest average brand awareness rankings from both asset owners and consultants in the respective global categories or within the specified region.



Leading Large Firms

Nomura Asset Management
Asset Management One Co., Ltd.
Sumitomo Mitsui DS Asset Management Company, Ltd.

Mid-Sized Firms

Sompo Asset Management Co., Ltd.
Meiji Yasuda Asset Management Company Ltd.
BNY Mellon Investment Management Japan Ltd.

Leading Firms in the Americas

Nomura Asset Management
Nikko Asset Management Co., Ltd.
Tokio Marine Asset Management Co., Ltd.

Firms in EMEA

Nomura Asset Management
Nikko Asset Management Co., Ltd.
Sumitomo Mitsui DS Asset Management Company, Ltd.

Firms in APAC

Asset Management One Co., Ltd.
Nomura Asset Management
Sumitomo Mitsui DS Asset Management Company, Ltd.

Leading Equity Firms

Nomura Asset Management
Asset Management One Co., Ltd.
Sumitomo Mitsui DS Asset Management Company, Ltd.

Fixed Income Firms

Nomura Asset Management
Asset Management One Co., Ltd.
Sumitomo Mitsui Trust Bank

Balanced/Multi-Asset Firms

Asset Management One Co., Ltd.
Sumitomo Mitsui Trust Bank
Nikko Asset Management Co., Ltd.

Hedge Fund Firms

Nomura Asset Management
Sumitomo Mitsui DS Asset Management Company, Ltd.
Asset Management One Co., Ltd.

Reporting Single Product Firms

Nippon Value Investors KK
VARECS Partners Limited
Misaki capital Inc.

Get Your Firm's Rankings: Fill out this [form](#) to get your firm's Brand Awareness scores and rankings.

Leading Asia ex-Japan-Domiciled Institutional Asset Management Brands of 2023 by Category

These Asia ex-Japan-domiciled firms were able to consistently maintain the highest average brand awareness rankings from both asset owners and consultants in the respective global categories or within the specified region.



Leading Large Firms

Eastspring Investments (Singapore) Limited
China Asset Management Co., Ltd.

Mid-Sized Firms

APS Asset Management Pte Ltd
Arisaig Partners (Asia) Pte Ltd
Kotak Mahindra Asset Management Singapore Pte.

Small/Emerging Firms

Bin Yuan Capital
FountainCap Research & Investment (Hong Kong) Ltd.
Quantum Advisors Private Limited

Leading Firms in the Americas

Eastspring Investments (Singapore) Limited
Arisaig Partners (Asia) Pte Ltd
Kotak Mahindra Asset Management Singapore Pte.

Firms in EMEA

Eastspring Investments (Singapore) Limited
FountainCap Research & Investment (Hong Kong) Ltd.
APS Asset Management Pte Ltd

Firms in APAC

Eastspring Investments (Singapore) Limited
APS Asset Management Pte Ltd
Bin Yuan Capital

Leading Equity Firms

Eastspring Investments (Singapore) Limited
Kotak Mahindra Asset Management Singapore Pte.
APS Asset Management Pte Ltd

Fixed Income Firms

Eastspring Investments (Singapore) Limited
AHAM Asset Management Berhad

Balanced/Multi-Asset Firms

Eastspring Investments (Singapore) Limited

Hedge Fund Firms

RV Capital Management Private Ltd.
Ward Ferry Management Limited
Rhicon Currency Management Pte Ltd

Reporting Single Product Firms

Xingtai Capital Management Limited
Rayliant Global Advisors
Itus Capital Advisors Private Limited

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Leading Australia/New Zealand-Domiciled Institutional Asset Management Brands of 2023 by Category

These Australia- and New Zealand-domiciled firms were able to consistently maintain the highest average brand awareness rankings from both asset owners and consultants in the respective global categories or within the specified region.



Leading Large Firms

IFM Investors Pty Ltd
QIC Limited

Mid-Sized Firms

Bennelong Funds Management Group
Bell Asset Management Limited
Hyperion Asset Management

Small/Emerging Firms

Quest Asset Partners Pty Limited
SG Hiscock & Company Limited
Chester Asset Management Pty Ltd

Leading Firms in the Americas

Bell Asset Management Limited
Magellan Asset Management
Bennelong Funds Management Group

Firms in EMEA

Bennelong Funds Management Group
Magellan Asset Management
Hyperion Asset Management

Firms in APAC

Hyperion Asset Management
Bennelong Funds Management Group
Bell Asset Management Limited

Leading Equity Firms

Bell Asset Management Limited
Bennelong Funds Management Group
Hyperion Asset Management

Fixed Income Firms

IFM Investors Pty Ltd
Antares Fixed Income
QIC Limited

Balanced/Multi-Asset Firms

Allan Gray Australia Pty Limited

Hedge Fund Firms

IFM Investors Pty Ltd
L1 Capital
Antipodes Partners Limited

Reporting Single Product Firms

Insync Funds Management
Vertium Asset Management Pty Ltd

Get Your Firm's Rankings: Fill out this [form](#) to get your firm's Brand Awareness scores and rankings.

Most Improved Brands of 2023 Among Consultants

These are the most improved multi-product firms of 2023 based on the Y/Y change in their average quarterly percentile rankings among global consultants within their respective size categories. For inclusion, firms must have (1) qualified for at least three of four quarterly Brand Awareness reports in both 2022 and 2023, (2) remained within their firm size category for the duration of these periods, (3) had at least two strategies listed on Nasdaq eInvestment in each quarter, and (4) reported sufficient AUM data to be included in the most recent quarter's rankings.

Firm Name	Firm Size	Firm Location	Average Quarterly Percentile Rank 2022	Average Quarterly Percentile Rank 2023	Y/Y Delta
Union Investment Institutional GmbH	Large	Germany	27.3%	48.9%	+21.6%
Nykredit Asset Management	Large	Denmark	26.8%	48.2%	+21.3%
Record Currency Management, Ltd.	Large	U.K.	3.6%	21.7%	+18.2%
Danske Bank Asset Management	Large	Denmark	28.9%	47.0%	+18.2%
CIBC Asset Management	Large	Canada	51.8%	68.7%	+17.0%
Groupama Asset Management	Large	France	5.5%	17.7%	+12.3%
MUFG Asset Management	Large	Japan	13.0%	24.2%	+11.2%
Fort Washington Investment Advisors, Inc.	Large	U.S.	27.8%	38.9%	+11.1%
The TCW Group, Inc.	Large	U.S.	60.6%	70.8%	+10.2%
Tokio Marine Asset Management Co., Ltd.	Large	Japan	16.5%	26.7%	+10.1%
Lupus alpha Asset Management AG	Mid-Size	Germany	22.6%	47.1%	+24.5%
Vibrant Capital Partners, Inc.	Mid-Size	U.S.	27.2%	51.2%	+24.0%
Tocqueville Finance S.A.	Mid-Size	France	4.0%	27.3%	+23.4%
Ameriprise Trust Company	Mid-Size	U.S.	30.0%	52.3%	+22.3%
Active Index Advisors	Mid-Size	U.S.	26.9%	47.8%	+20.9%
Pharo Management (UK) LLP	Mid-Size	U.K.	17.0%	37.6%	+20.7%
BNY Mellon Investment Management Japan Ltd.	Mid-Size	Japan	16.3%	36.9%	+20.6%
Pinpoint	Mid-Size	Hong Kong	10.2%	29.8%	+19.7%
Guinness Asset Management Ltd	Mid-Size	U.K.	43.3%	61.2%	+17.9%
Pentwater Capital Management	Mid-Size	U.S.	15.8%	33.6%	+17.8%
Benchmark Plus Management LLC	Emerging	U.S.	29.5%	64.4%	+34.9%
Allard, Allard & Associates Inc.	Emerging	Canada	32.6%	58.3%	+25.7%
Redstone Advisors, Inc.	Emerging	U.S.	32.4%	57.7%	+25.3%
Auspice Capital Advisors Ltd.	Emerging	Canada	15.7%	41.0%	+25.3%
Keeley-Teton Advisors, LLC	Emerging	U.S.	49.1%	74.4%	+25.3%
Sycamore Tree Capital Partners	Emerging	U.S.	49.7%	74.3%	+24.7%
Greenhouse Funds LLLP	Emerging	U.S.	44.5%	69.2%	+24.6%
Clinton Investment Management, LLC	Emerging	U.S.	54.0%	77.9%	+24.0%
Four Seasons Asia Investment Pte. Ltd	Emerging	Singapore	22.6%	46.2%	+23.6%
Martin Capital Partners, LLC	Emerging	U.S.	41.0%	64.3%	+23.4%

Most Improved Brands of 2023 Among Asset Owners

These are the most improved multi-product firms of 2023 based on the Y/Y change in their average quarterly percentile rankings among global asset owners within their respective size categories. For inclusion, firms must have (1) qualified for at least three of four quarterly Brand Awareness reports in both 2022 and 2023, (2) remained within their firm size category for the duration of these periods, (3) had at least two strategies listed on Nasdaq eVestment in each quarter, and (4) reported sufficient AUM data to be included in the most recent quarter's rankings.

Firm Name	Firm Size	Firm Location	Average Quarterly Percentile Rank 2022	Average Quarterly Percentile Rank 2023	Y/Y Delta
Mizuho Trust & Banking Co.,Ltd.	Large	Japan	13.2%	44.9%	+31.7%
Sterling Capital Management LLC	Large	U.S.	21.6%	41.7%	+20.2%
Virtus Investment Partners, Inc.	Large	U.S.	24.5%	43.2%	+18.8%
Perpetual Limited	Large	Australia	25.6%	41.9%	+16.4%
Mackenzie Financial Corporation	Large	Canada	48.4%	64.2%	+15.8%
Lord, Abbett & Co. LLC	Large	U.S.	50.0%	64.2%	+14.1%
Fidelity International	Large	Bermuda	60.9%	74.6%	+13.7%
DoubleLine	Large	U.S.	44.2%	57.7%	+13.5%
Fisher Investments	Large	U.S.	61.8%	75.1%	+13.3%
Massachusetts Mutual Life Insurance Company	Large	U.S.	22.9%	36.0%	+13.0%
Yousif Capital Management	Mid-Size	U.S.	14.4%	50.0%	+35.6%
Newfleet Asset Management	Mid-Size	U.S.	24.0%	59.1%	+35.1%
Optimum Asset Management inc.	Mid-Size	Canada	38.7%	71.5%	+32.9%
Great Lakes Advisors, LLC.	Mid-Size	U.S.	33.6%	66.2%	+32.6%
Boyd Watterson Asset Management, LLC	Mid-Size	U.S.	13.8%	45.6%	+31.8%
Thrivent Asset Management, LLC	Mid-Size	U.S.	23.1%	54.4%	+31.3%
Sage Advisory Services, Ltd. Co.	Mid-Size	U.S.	33.4%	63.7%	+30.3%
Gateway Investment Advisers, LLC	Mid-Size	U.S.	8.0%	37.0%	+29.0%
Weiss Multi-Strategy Advisers LLC	Mid-Size	U.S.	24.9%	52.6%	+27.7%
Merganser Capital Management, LLC	Mid-Size	U.S.	38.2%	65.6%	+27.4%
Merlin Asset Management	Emerging	U.S.	31.6%	74.3%	+42.7%
Benchmark Plus Management LLC	Emerging	U.S.	35.7%	75.5%	+39.8%
LyGH Capital	Emerging	Singapore	33.6%	69.9%	+36.2%
RPD Fund Management	Emerging	U.S.	30.7%	65.3%	+34.6%
AMI Asset Management Corporation	Emerging	U.S.	22.1%	56.7%	+34.6%
Level Four Capital Management	Emerging	U.S.	22.1%	54.5%	+32.3%
Jackson Creek Investment Advisors LLC	Emerging	U.S.	33.1%	65.2%	+32.2%
Medina Value Partners LLC	Emerging	U.S.	45.4%	74.7%	+29.2%
Contravisory Investment Management	Emerging	U.S.	22.1%	49.6%	+27.4%
iM Global Partner	Emerging	France	51.7%	78.7%	+27.0%

Steadily Rising Brands of 2023

These are the steadily rising multi-product firms of 2023 based on the Q/Q change in their average quarterly percentile rankings among global consultants and asset owners. For inclusion, firms must have (1) qualified for all five quarterly Brand Awareness reports from Q4 2022 through Q4 2023, (2) had at least two strategies listed on Nasdaq eVestment in each quarter, and (3) shown an increase in their percentile rank Q/Q since Q4 2022. Firms that fluctuated in their size category are included.

Among Consultants:

Firm Name	Most Recent Firm Size	Firm Country	Average Q/Q Percentile Increase (in percentage points)	Q4 2023 Percentile Rank
Ramirez Asset Management, Inc.	Mid-Size	U.S.	+6.1%	85.3%
Centerstone Investors	Emerging	U.S.	+5.8%	80.6%
Antares Fixed Income	Mid-Size	Australia	+5.2%	24.3%
Parametric Portfolio Associates LLC	Large	U.S.	+4.7%	71.6%
V-Square Quantitative Management LLC	Emerging	U.S.	+4.3%	98.0%
Grantham, Mayo, Van Otterloo & Co. LLC	Large	U.S.	+4.1%	71.6%
1607 Capital Partners, LLC	Mid-Size	U.S.	+3.6%	67.9%
Emerald Advisers, LLC	Mid-Size	U.S.	+3.4%	59.7%

Among Asset Owners:

Firm Name	Most Recent Firm Size	Firm Country	Average Q/Q Percentile Increase (in percentage points)	Q4 2023 Percentile Rank
Adrian Lee & Partners	Mid-Size	U.K.	+14.8%	67.8%
CastleArk Management, LLC	Mid-Size	U.S.	+14.1%	65.1%
SG Capital Management, LLC	Emerging	U.S.	+14.1%	79.7%
Churchill Management Group	Mid-Size	U.S.	+13.7%	63.3%
Fidelity International	Large	Bermuda	+5.4%	77.6%

To view the full Brand Awareness Score Methodology, please see most recent quarterly Brand Awareness Report [here](#).

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Questions?

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